

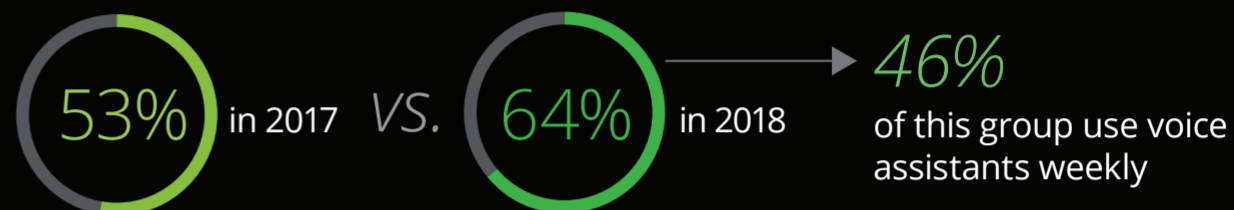
Global Mobile Consumer Survey



Voice assistants speak up

Smartphone voice assistants continue to gain momentum

Nearly 2/3 use smartphone voice assistants— a YoY increase of 11 percentage points



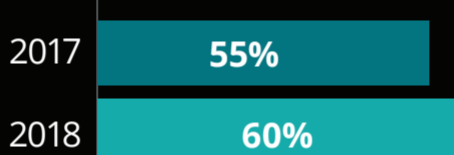
Data on the rise

Consumers rely on mobile data for a variety of applications—and speed is critical

Unlimited plans are gaining subscribers

25% in 2017
37% in 2018

5G has grown in importance



More than 80% who watch video on a smartphone rate 5G important



IoT waiting to connect

Despite widespread penetration of connected devices, results are mixed on willingness to pay and interest in advanced features

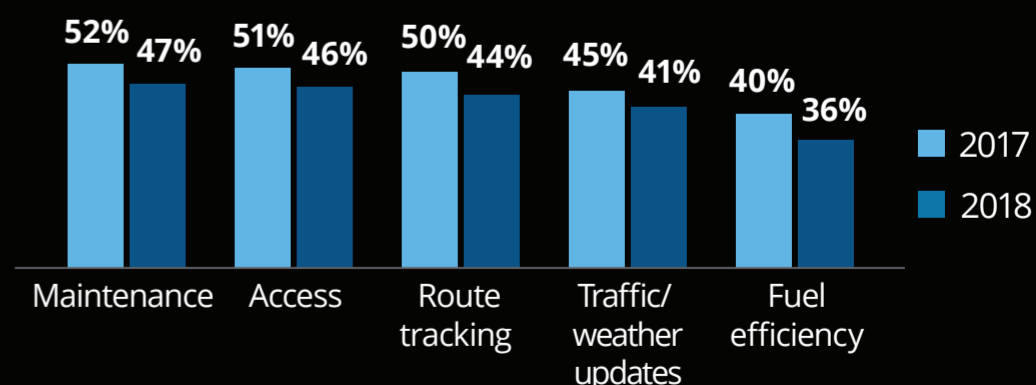
Interest

85% Connected car
73% Connected home
65% Connected self/wearables

Willingness to pay for any form of connected home has plateaued

54% Home monitoring
49% Home control
37% Landscape control
36% Appliance control
35% Entertainment

Despite being valued, willingness to pay for connected car applications dipped across the board



www.deloitte.com/us/mobileconsumer
#TrendsInMobile